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Date:	Mon, 3/11/2013 7:54:41 PM
Subject:	Fw: OBAMA APPROVAL RATING DROPS

From: Avi Tiomkin
Sent: Monday, March 11, 2013 11:05 AM
To: Avi Tiomkin
Subject: OBAMA APPROVAL RATING DROPS

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OBAMA APPROVAL RATING DROPS

As the nearby graph shows, President Obama's approval rating has dropped in recent weeks to below 50% and his net positive rating is just over two percentage points. While his approval rating remains far higher than congressional Republicans, his sagging approval rating has a few implications.

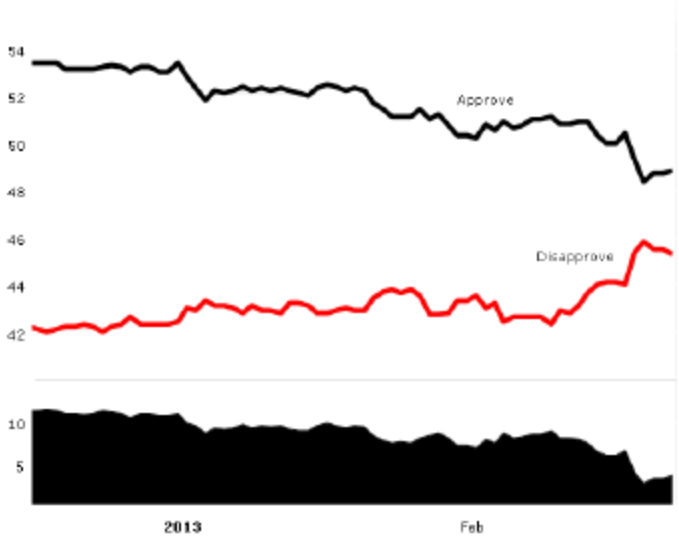
First, it means Republicans don't have to fear that opposing Obama puts them in political jeopardy. Obama is unpopular in most congressional districts held by Republicans, and will remain so even if his approval rating were to return to the 54% range where it stood at the beginning of the year. But the President's sagging popularity means he can't exert much pressure even on the relatively few Republicans in swing districts.

Second, it means the White House has to reconsider its game plan of having the President travel the country and conduct campaign-style rallies to pressure Republicans to bend to the President's will. This obviously won't work if Obama has a mediocre approval rating. The White House also has to consider the possibility that this approach to governing is contributing to his declining approval rating.

Along with overplaying his hand on the sequester, Obama's falling approval probably played a role in spurring the charm offensive initiated by the White House during the past few weeks.

Third, the President won't be able to help Democrats win back the House if he isn't particularly popular. This *Politico* article highlights that the issues Obama has decided to highlight, especially gun control, doesn't play well in the swing districts Democrats will need to have any chance to win back the House in 2014.

Obama Approval
RealClearPolitics Average



Some Democrats seek distance from Obama

Politico

President Barack Obama says he's ready to do whatever it takes to help Democrats win the House next year — a feat that could make the difference between limping to the end of his presidency and going out with a bang.

But some Democratic candidates and operatives in the districts on which control of the House will hinge said in interviews with POLITICO that the message and issues Obama has emphasized since the election are creating a difficult political headwind for them.

Obama's political choices, they say, reflect a tone-deafness to the challenges they face competing for moderate and conservative-leaning seats.

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